

REMARKS

Applicants respectfully request consideration of the subject application. This Response is submitted in response to the Final Office Action mailed February 8, 2008. Claims 10, 13-15, 20, 22, 23, 56 and 57 are pending. Claims 10, 13-15, 20, 22, 23, 56 and 57 are rejected. Claims 28, 32, 35, 37, 41, 44 and 45 are withdrawn. In this Amendment, claims 10, 22 and 23 have been amended have been cancelled. No new matter has been added.

Election/Restrictions

In response to the restriction requirement set forth in the Office Action, Applicants elect to prosecute the invention of Group I, claims 10, 13-15, 20, 22, 23, 56 and 57, without traverse. Accordingly, claims 28, 32, 35, 37, 41, 44 and 45 are withdrawn, without prejudice.

35 U.S.C. §§ 102 and 103 Rejections

The Examiner has rejected claims 10, 13, 14, 20, 22-23, and 57 under 35 U.S.C. § 102(a) as being anticipated by Fredrickson et al., (U. S. Patent Publication No.: 2002/0019768, hereinafter "Fredrickson"). The Examiner has rejected claims 15 and 56, including amended claims, under 35 U.S.C. § 103(a) as being

anticipated by Fredrickson in view of Godin et al., (U.S Patent No.: 5,890,138, hereinafter "Godin").

Fredrickson describes a system and method for managing job placement advertisements. The examiner points to paragraph [0058], in particular, which describes a Master Catalog (i.e., an electronic ad book) for providing a thumbnail representation of available advertisements. A user can browse the Master Catalogue and select advertisements that can be used as a template for creating a new job placement advertisement. The advertisements in the Master Catalog include various fields that can be changed. See paragraphs [0093] - [0124]. Once the appropriate information is provided in the advertisement, the user selects the advertisement for publication as needed.

Fredrickson does not describe serving different forms of an advertisement and a brand component from the same sponsor on different pages of a website. In particular, Fredrickson fails to teach or suggest serving different forms of the same advertisement on different web pages as required by claim 10. Similar limitations are included in independent claims 22 and 23.

The "Ad Manager" of Fredrickson refers to the name of the program used to search for an appropriate advertisement to be used by the user. In addition, the "Ad Manager" does not serve a brand component, a small form of an

advertisement and a large form of the same advertisement, all provided from the same sponsor and all provided on separate web pages.

Thus, the cited art fails to teach or suggest all of the limitations of independent claims 10, 22 and 23. Claims 13-15, 20, 56 and 57 depend, directly or indirectly, from one of the foregoing independent claims. Applicants, accordingly, respectfully request withdrawal of the rejections under 35 U.S.C. § 102 and § 103.

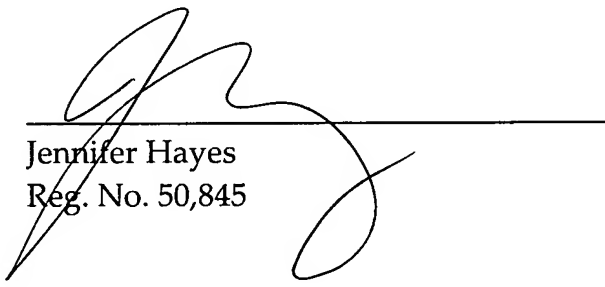
Applicants respectfully submit that the present application is in condition for allowance. If the Examiner believes a telephone conference would expedite or assist in the allowance of the present application, the Examiner is invited to call Jennifer Hayes at (408) 720-8300.

Please charge any shortages and credit any overages to Deposit Account No. 02-2666. Any necessary extension of time for response not already requested is hereby requested. Please charge any corresponding fee to Deposit Account No. 02-2666.

Respectfully submitted,

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